



# THIS IS OUR PLAN

Each generation makes its own contribution to the legacy of a region. The *Flagstaff Regional Plan 2030* embodies the community's dream of what the region could and should be for future generations. It presents a regional context for the preservation and enhancement of the community's character and natural environment, while providing for appropriate growth and development. It is a statement of optimism and belief in the future, a statement that the region can become a better place through the concerted efforts of both the public and private sectors. This is our plan.

"Flagstaff is a place where people move and remain by choice, not necessity, and there's always a good story in that."

- Peter Friederici, "The View From Here: Contemporary Essays by Flagstaff Authors"

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## A Vision for Our Region

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The Greater Flagstaff community embraces the region's extraordinary cultural and ecological setting on the Colorado Plateau through active stewardship of the natural and built environments. Residents and visitors encourage and advance intellectual, environmental, social, and economic vitality for today's citizens and future generations.



Photos by: Tom Bean

## What is a Sustainable Flagstaff?

A sustainable community does not borrow from the future nor exhaust the legacy of the past. This plan reflects a commitment to a future where a vibrant economy and a flourishing, self-renewing environment support the wellbeing of current and future citizens.

Development decisions have an effect on economic growth, education, taxes, traffic, the environment, community health, and individual opportunity. How we build as a community affects the length of our daily commute, the price of a new home, access to open space, and the safety of our neighborhoods.

A thriving community requires civic engagement, civil discourse, effective leadership, and high-performing businesses and public institutions. It respects and includes diverse cultures. A healthy natural environment corresponds to a healthy human environment. For example forests, wetlands, and soils protect against flooding and purify groundwater as well as provide food, forage, lumber, medicines, recreation, and other benefits vital to the economy and to public health.

Communities around the country are seeking to maximize their public and private investments. Growth is successful when it creates communities with more choices and personal freedom, greater opportunities for jobs, education, and housing, and a flourishing natural environment. This is the legacy we want to leave our children and grandchildren. This is why we plan for the future.



Photo Credit: NAU



Photo by: Tom Bean

## Guiding Principles

To attain the vision of the *Flagstaff Regional Plan*, the Plan adopts eight guiding principles to help promote future development. These eight guiding principles represent our collective community values.

## The environment matters

The health of the environment is a critical component of individual and community health, and healthy ecosystems should be nurtured.

## Sustainability matters

Environmental, economic, cultural, and social sustainability ensures that present actions are the basis for future health and prosperity.

## Prosperity matters

Capitalizing on the innovative spirit in our community will support the human, financial, and capital infrastructure needed for a resilient and diverse economy.

## People matter

All residents should be assured equal opportunities for a range of choices in housing, employment, education, health, safety, culture, ceremony, rituals, and devotion.

## Cooperation matters

Regional partnerships create a strong community, protect the environment, and achieve our common goals.

## A smart and connected community matters

Smart land use and design based on cohesive communities respect of our environment and create efficiencies that benefit community health, social interaction, commerce, and infrastructure.

## Place matters

Regional growth should occur in harmony with the community's historical character, unique cultural resources, and natural environment.

## Trust and transparency matter

Regional community leaders, businesses, and residents expect transparency, accountability, and respect for each other in pursuit of our community vision.

Underlying these principles is the premise that future growth and development should be approached knowing that our present actions have a direct impact on the future of our community. In establishing and articulating our vision through the eight guiding principles, the *Flagstaff Regional Plan* provides a framework for governments, businesses, non-profits, and community members at all levels to respond to the diverse needs of those who live, work, and play in the Flagstaff region.



## What is the Regional Plan?

The *Flagstaff Regional Plan* is a policy guide, serving as the general plan for the City of Flagstaff and an amendment to the *Coconino County Comprehensive Plan*. As mandated by state law, the plan covers a range of topics with information on current conditions and our vision for the future as it relates to the topic at hand. In addition, the plan outlines carefully developed goals and policies to realize the future vision. Strategies to accomplish these goals and policies are located in a separate document and are considered dynamic, as they can be updated with City Council and public direction during the annual review process (Refer to Appendix D - Annual Report Template.)

How do goals, policies, and strategies work together?

A **POLICY** is a deliberate course of action, mostly direct at decision makers in government, but also may be for institutional and business leaders – to guide decisions and achieve stated goals.

**STRATEGIES** are suggested ideas of how to specifically implement policies (refer to Appendix B for a list of strategies grouped by topic).



Photo by: A. Leggett

While the plan serves many purposes, it is important to distinguish what the plan is, and what it is not. Specifically, the *Flagstaff Regional Plan* is:

- a collaborative community **vision**
- a collection of **goals and policies** to achieve that vision
- a **tool** for decision makers, developers, businesses, and citizens
- a **framework** for general planning.

The *Flagstaff Regional Plan* is not:

- a mandate for or against development
- a zoning ordinance
- a Capital Improvement Plan
- a City budget
- an unchangeable plan, or a law